

MEDIA RELEASE

World Children's Sensation Emma Memma joins forces with MindChamps

Groundbreaking partnership launches a global edutainment event, integrating MindChamps' research-backed, world-leading education model and Emma Memma's world-class entertainment.

Image

Singapore, 1 September 2025 — Nurturing young children's curiosity and imagination is critical — and it has to start early. This message was brought home during Prime Minister Lawrence Wong's National Day Rally on 17 August 2025 where he discussed the impact of AI on our society and emphasised that learning "is about developing the ability to think, to solve problems and to keep learning throughout life."

That message echoes MindChamps' long-standing conviction that true learning begins not with rote instruction, but with joyful engagement of the heart and imagination: a conviction now brought vividly to life through a new collaboration with global children's phenomenon Emma Memma (Dr Emma Watkins).

From 8 to 11 September at the Drama Centre Theatre, National Library Singapore, Emma Memma will lead a four-day celebration of music, dance, sign language and movement — with every performance infused with MindChamps' proprietary, research-backed pedagogy.

With three shows on 8 September (2pm, 4:30pm and 7:30pm) and four shows daily from 9–11 September (10:30am, 2pm, 4:30pm and 7:30pm), families will experience a world-first: the joyful fusion of performance and pedagogy, imagination and intellect.

When Engagement Meets Education

At the heart of this collaboration is a shared conviction: before true learning can take place, children must first be emotionally and imaginatively engaged.

MINDCHAMPS PRESCHOOL LIMITED

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“Education must light up the heart before it can shape the mind,” says David Chiem, Founder CEO & Executive Chairman of MindChamps. “That is why we see education as theatre — immersive, emotional and empowering. Dr Emma Watkins, through her character Emma Memma, embodies this belief and brings it vividly to life on stage.”

Dr Emma, who holds a PhD in integrating dance, sign language and movement into children’s media, adds: “What struck me most about MindChamps is their belief in cultivating both the heart and the mind of a child. That message resonated with me immediately. In my work, I have always seen music, movement and sign language not just as skills, but as ways to nurture empathy, connection and confidence. That’s the heartbeat of MindChamps too.”

A Performance Powered by the Attributes of a MindChampion

Each performance will weave in two of MindChamps’ 10 Attributes of a MindChampion:

- ✓ **I Focus on the Beauty in Others**
- ✓ **I Embrace Setbacks as Setups**

“Both of these values are alive in our performances,” says Dr Emma. “When we invite children to dance and sign together, they are literally seeing the beauty in each other through shared communication.”

Every family will also receive a specially designed Learning & Bonding Activity Book to extend the experience beyond the theatre, with creative activities that help embed values, replay joyful moments and spark conversations at home.

A Global Series Begins

This is not a one-off event but the launch of a travelling global series created to deliver engagement-first edutainment that nurtures curiosity, resilience, creativity and empathy in children everywhere.

For more than 25 years, MindChamps’ Global Research & Programme Development Team, led by world-renowned neuroscientist Emeritus Professor Allan Snyder FRS, has been advancing early childhood education through research in education, psychology, neuroscience and theatre, which has led to the development of an



education methodology that has been patented in the US, UK and Australia. This depth of research now finds a new expression through this powerful collaboration.

Says David Chiem, "This collaboration is more than a performance: By blending MindChamps' research-backed pedagogy with Dr Emma Watkins' artistry, we are creating experiences that ignite curiosity, nurture resilience and cultivate empathy. Our vision is for every child, everywhere, to grow up with the Champion Mindset, fully equipped and prepared to face the future with 100% Respect and Zero Fear."

Event Details

- **Dates:** 8–11 September 2025
- **Showtimes:** 10.30am (except for 8th September), 2pm, 4.30pm, 7.30pm (evening slot open to the public)
- **Venue:** Drama Centre Theatre, National Library of Singapore (615 seats)
- **Tickets:** Now on sale via [SISTIC](#) (Please note that only the 7:30pm shows are open to the public)
- **Presented by:** MindChamps in partnership with Emma Memma

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About MindChamps

"MindChamps is the Global Education Movement of the 21st Century."

While the companies featured in my prior books, Mercedes-Benz, The Ritz-Carlton Hotel Company and Starbucks, demonstrate impressive brand power, none have been in a position to fundamentally shape society on par with MindChamps."

Dr Joseph A. Michelli

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No. 1 New York Times & Wall Street Journal Bestselling Author

While there are thousands of education brands across the world, only MindChamps:

1. Is hailed as a Global Education Movement by No. 1 New York Times and Wall Street Journal bestselling author, Dr Joseph A. Michelli.
2. Has successfully created a breakthrough education methodology that has attained patent programme status across three continents – the US, UK and Australia.
3. Has a Global Research & Programme Development Team, comprising of award-winning, world-leading experts in the 4 Domains of • Education • Psychology • Neuroscience • Theatre
4. Has world-renowned neuroscientist Emeritus Professor Allan Snyder, Fellow of the Royal Society and Marconi Prize Winner as its Chancellor and Chair of Research
5. Has created the revolutionary 3-Mind Education Model - the Champion, Learning and Creative Mind.
6. Has a proprietary Reading & Writing programme backed by research, producing over 200 eBooks.
7. Requires its teachers to undergo extensive training and accreditation, regardless of previous teaching experience or qualifications.
8. Has its research and education philosophy published in 4 bestselling books by major world publishing houses.